

Message Text

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ACTION EUR-12

INFO OCT-01 CU-04 ISO-00 CIAE-00 COME-00 EB-07 INR-07

LAB-04 NSAE-00 PA-02 SIL-01 PRS-01 FEA-01 OES-05

DODE-00 INT-05 ERDA-07 /057 W

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FM AMEMBASSY ROME

TO USIA WASHDC

INFO SECSTATE WASHDC 6015

UNCLAS ROME 3205

USIAC

E.O. 11652: N/A

SUBJECT: PALERMO SOLAR ENERGY EXHIBIT

REF.: ROME 2390

1. MANAGEMENT OF MEDITERRANEAN FAIR (MAY 29-JUNE 12, PALERMO)
INVITES US PARTICIPATION AND OFFERS, WITHOUT CHARGE, AMPLE PRIME
SPACE. APPROPRIATE FOR THIS EVENT WOULD BE FIRST-CLASS PRESE-
NTATION ON UTILIZATION OF SOLAR ENERGY.

2. SOLAR ENERGY IS LIVELY TOPIC IN SICILY FOLLOWING IMPORTANT
DECEMBER SEMINAR. WE RECOMMEND INVESTIGATION POSSIBILITY OF
USIA OR OTHER WASHINGTON AGENCY UNDERTAKING MAJOR DISPLAY WHICH,
DIFFERENT FROM HIGHLY TECHNICAL SEMINAR, WOULD ACQUAINT
GENERAL PUBLIC WITH PRACTICAL APPLICATION OF SOLAR ENERGY.
MODEL HOUSE OR REAL SOLAR ENERGY EQUIPMENT WOULD BE IDEAL
CENTERPIECE. EMB COMMERCIAL COUNSELOR BELIEVES SOME AMERICAN
FIRMS IN ITALY COULD BE PERSUADED TO BE PRESENT, DISTRIBUTE
LITERATURE,ETC., BUT NOT TO CONTRIBUTE LARGE FUNDING WHICH WOULD
BE NECESSARY FOR HIGH-QUALITY (PERHAPS MULTI-MEDIA)
EXHIBIT. SINCE USIS ROME HAS NO IN-HOUSE EXHIBIT CAPABILITY OR
TECHNICAL EXPERTISE ADEQUATE TO MOUNT MAJOR EXHIBIT, ALTERNATIVES
ARE COMPLETE DEVELOPMENT OF US PARTICIPATION IN WASHINGTON
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OR SPECIAL FUNDING, PLUS EXPERT ADVICE, TO CONTRACT FOR WORK

HERE. CONGEN PALERMO STRONGLY RECOMMENDS UNDERTAKING PROJECT AS EXCELLENT VEHICLE FOR PRESENTING US IN POSITIVE LIGHT. PURPOSE WOULD BE TO VISUALIZE THEMATICALLY WILLINGNESS OF US TO SHARE WITH WESTERN COUNTRIES ITS RESOURCES AND ADVANCE TECHNOLOGY IN DEVELOPMENT OF NEW SOURCES OF ENERGY.

3. OUR GUESS IS THAT FIRST-CLASS EXHIBIT COULD NOT BE DONE FOR LESS THAN \$ 13,000 PLUS HARDWARE PLUS POSSIBLE TRAVEL OF PERSONS CHARGED WITH INSTALLATION.

4. ALTHOUGH NO IMMEDIATE DETAILS ON CHARACTER OF EXHIBIT ARE NECESSARY, FAIR MANAGEMENT MUST KNOW BY MARCH 5 WHETHER OR NOT US INTENDS TO PARTICIPATE.

5. CONSIDER THIS ADDITIONAL HIGH-IMPACT PROJECT (THOUGH NOT BICENTENNIAL-RELATED) SUPPORT FOR WHICH JUSTIFIED REFTEL. AMERSON

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Message Attributes

Automatic Decaptioning: X
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Concepts: PROGRAMS (PROJECTS), SOLAR POWER, MEETINGS
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Draft Date: 27 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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